

## Location Composition

| Category            | 0-3 MI | 3-7 MI | 7-10 MI |
|---------------------|--------|--------|---------|
| 2010 Population     | 4,979  | 3,342  | 7,242   |
| 2010 Households     | 2,015  | 1,311  | 2,780   |
| 2010 Group Quarters | 169    | 129    | 437     |

## Missionscape: Cultural Bridges

| Cultural Bridge                            | #HHlds | %HHlds |
|--|--------|--------|
| Home Personal Computer-HH Own              | 1,332  | 66%    |
| McDonald's                                 | 1,136  | 56%    |
| Watching Diet (Health/Weight)-Presently    | 1,102  | 55%    |
| Controlling Diet                           |        |        |
| Urban Contemporary                         | 1,078  | 53%    |
| Reading Books                              | 1,004  | 50%    |
| Heartburn/Indigestion Aids/Anti-Nausea-Use | 928    | 46%    |
| Non-Presc-For Regular Headaches            | 920    | 46%    |

## Getting Involved

This mission site is located in the Region 1: Northeast Coast of the Baptist State Convention of North Carolina. For more information about this need, contact: Shirley Sells (ssells@ncbaptist.org)

### NOTES:

The Location Summary identifies the center of the smallest ring in the map above. The location data provides various types of identification to better describe the location. The GIS data can be used to map the location in Google maps or Google Earth.

The numbers in the Evangelscape communicate the most compelling reasons why this community needs churches and believers to intercede in missional prayer and activity. This community needs eternal transformation that only comes by way of the gospel and the working of the Holy Spirit.

Churchscape indicators reveal a snapshot of the extent of evangelical presence in the focus community.

Location Composition: Listed are the total number of people and the total number of households corresponding to each of the three bands indicated on the map on page one.

Cultural bridges are those characteristics that could be used to build relationships with people in the lifestyle group. Various activities, interests, or opinions represented among the consumer behavior characteristics of the lifestyle group offer ways for believers to build relationships with people in the lifestyle group and through that relationship impact them for Christ.

## Reaching Murfreesboro, NC

# MISSION SITE DIGEST

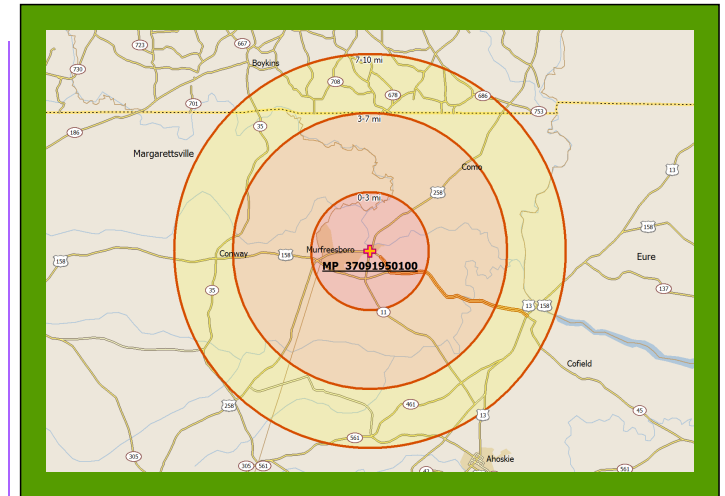
### Inside

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## Acts 10:9-10

During the night a vision appeared to Paul: a Macedonian man was standing and pleading with him, "Cross over to Macedonia and help us!" After he had seen the vision, we immediately made efforts to set out for Macedonia, concluding that God had called us to evangelize them.

In partnership with:



This location has been identified as one of the areas in North Carolina in need of new ministries or new churches. This report has been written to assist you in gaining an understanding of where God has gathered concentrations of people in need of Him in order that your church can focus your efforts and resources where He is at work and the need is greatest. May this report assist your church in hearing God's invitation to join Him where He is calling.

## Location Summary

|                        |                           |
|------------------------|---------------------------|
| Central Street Address | 908-980 E Vance St        |
| Zip Code               | 27855                     |
| State Region           | Region 1: Northeast Coast |
| GIS Latitude           | 36.441540                 |
| GIS Longitude          | -77.091410                |
| Sitescape Category     | Townscape                 |
| Sitescape Group        | Small Towns               |

## Top Community Types



### Aspiring Communities

Young, ambitious and culturally diverse, they are the evolving voice of American society. Truth is centered around "me" and everything is interconnected. The majority of people in this group are between the ages of 18 and 34. Sixty percent are renting singles; others live on military bases or in college dorms. They are four times more likely to be unemployed. Of those who work, most live in or conveniently close to metropolitan areas. Career builders who enjoy a moderate income in middle management, they thrive within the IT, sales, administration, education and health care professions.

Households: 1,121  
Percent: 55.63%



### Urban Communities

The people are poor, struggling and largely single. Some are single parents with large families. Unemployment is double the national average. For the minority families in Urban Communities, struggling to balance priorities and budgets in a climate of institutional prejudice creates a lack of stability and control. Residing within major metropolitan cities and towns, most households live in apartments. Those who drive choose economy, import, and domestic cars or small trucks. This group finds employment within food and health services, education, retail, and the entertainment industry.

Households: 891  
Percent: 44.22%



### Mainstay Communities

The backbone of small towns and second cities, Mainstay Communities are established neighborhoods where residents enjoy strong relational ties. These moderately educated wage earners are employed in well-paying blue collar and professional service jobs. The aging adult population consists of retired American singles and couples. A sense of belonging within the community is a key identity factor for those who live there. Outside the nation's larger metro areas, residents can savor the familiarity of the small town cafe, or venture into the city to frequent comedy clubs, nightclubs and malls.

Households: 3  
Percent: 0.15%

## Evangelscape: Spiritual Indicators

| SPIRITUALITY INDICATOR             | BAND HHLDS | BAND % |
|------------------------------------|------------|--------|
| Unreached                          | 1,441      | 71.5%  |
| Religious but NOT Evangelical      | 590        | 29.28% |
| Spiritual but NOT Evangelical      | 83         | 4.12%  |
| Non-Evangelical but NOT Interested | 806        | 40.02% |

## Top Lifestyle Segments

### Minority Metro Communities (74% Unreached)

Minority Metro Communities reflects the nation's growing African-American middle class. With nearly three-quarters of the residents African-American and half the households earning more than \$50,000, this cluster is a testament to high educational achievement and professional employment among African-Americans. Concentrated in inner-ring suburbs, these households earn above-average incomes from a mix of service industry and white-collar jobs.



Households: 1,121  
Percent: 55.63%

### Struggling City Centers (68% Unreached)

Struggling City Centers consists of very low-income households living in city neighborhoods. Home to the highest concentration of African-Americans in the nation-nearly 90 percent of all households-the cluster faces hard economic challenges. One-third of households haven't finished high school, with a similar percentage containing single-parent families. One in five adults are under 35 years old and the median household income is only half the national average.



Households: 690  
Percent: 34.24%

### African-American Neighborhoods (70% Unreached)

Young, working-class city dwellers make up African-American Neighborhoods. About three-quarters of the households are African-American and one in four adults is under 35 years old. This is an economically challenged area characterized by relatively high unemployment, low educational levels and single-parent families. A majority of residents have completed high school or some college, and most are earning their paychecks through jobs in health, education and food service.



Households: 201  
Percent: 9.98%

## Churchscape: Religious Indicators

| SPIRITUALITY INDICATOR     | MI RING | RING % |
|----------------------------|---------|--------|
| Active Evangelical HHlds   | 378     | 18.76% |
| Inactive Evangelical HHlds | 196     | 9.74%  |